

NED AWARENESS WEEK 2017: EXECUTIVE SUMMARY

SOCIAL MEDIA HIGHLIGHTS

TOTAL SOCIAL MEDIA REACH: **538 MILLION (180% INCREASE)**

#NED AWARENESS

- Twitter: 47M Reached
- Instagram: 235M Reached
- Facebook: 2.6M Reached

#RECOVERYHEROES

- Twitter: 32M Reached
- Instagram: 222M Reached



Top Contributors: Instagram, Iskra, Aerie, Kesha, Seventeen, NIMH, Trevor Project, USA Today, Pinterest, Paula Abdul, Dr. Phil, Runners World, Mayo Clinic, Women's Health, BodyPosiPanda

MEDIA HIGHLIGHTS

530 MILLION+ TOTAL MEDIA IMPRESSIONS, INCLUDING:

- **People:** Kesha Encourages Other Eating Disorder Sufferers to Seek Help in New PSA: 'Recovery Is Possible'
- **Seventeen:** People Are Using Instagram to Thank Their #RecoveryHeroes for Helping Them Through Eating Disorders
- **Billboard:** Kesha Shares Personal Story For Eating Disorders Awareness Campaign
- **U.S. News & World Report:** Can Older People Have Eating Disorders?
- **Teen Vogue:** Online Test to Determine Eating Disorders

WEBSITE HIGHLIGHTS

49% INCREASE IN NEDA WEBSITE
TRAFFIC & **151,570 UNIQUE USERS!**



COMMUNITY OUTREACH

82% INCREASE IN PARTNERS IN 2017!

PARTNERS & SUPPORTING ORGANIZATIONS

- 334 partners and supporting organizations

Noteworthy partners & supporting organizations include: Facebook, Instagram, Pinterest, Aerie, Teen Vogue, Runner's World, Seventeen, Trevor Project, Agency for Healthcare Research and Quality, Girl's Inc., Mental Health America

LANDMARK LIGHTINGS & BUILDING PARTNERS

- 73 landmark lightings in 34 states (compared to 45 in 25 states in 2016)
- An additional 35 buildings in 8 states ran captive slides



"SEEING THE BUILDINGS LIT FOR NED AWARENESS WEEK WAS A BEAUTIFUL REMINDER TO ME THAT I'M NOT ALONE, THAT PEOPLE CARE, AND THAT HELP IS OUT THERE."

HELP-SEEKING BEHAVIOR

22% INCREASE IN HELPLINE TRAFFIC!

HELPLINE

- Over 800 total contacts: [228 Phone](#) | [398 Chat](#) | [160 Facebook](#) | [21 Email](#) | [2 Other](#)
- Crisis Text Line & Recovery Record partnered with NEDA as 3rd party sources of support

ONLINE SCREENING TOOL

- Nearly 36,000 people took the online eating disorder screening
- 95 % of those screened were shown to be either at risk for developing an eating disorder or currently struggling
- 40% reported struggling with self-harm at least "several days" in the past two weeks

